

## **ABSTRACT**

A method and system to enable the exchange, management, and supervision of the handling of leads and requests, to a provider, in a network includes a first input configured to receive request data from a user, a second input configured to receive a routing policy from a provider, wherein the routing policy includes a plurality of rules. Each rule is interpretable and/or executable by a computer. In addition, the method and system include a first processor configured to receive the request data from the first input and the routing policy from the second input, and to make a routing decision based at least on the request data and/or a user profile, to an end-provider, according to the routing policy. Further, the method and system include a first output configured to receive the routing decision from the processor, and route the request data to at least one end-provider according to the routing decision.